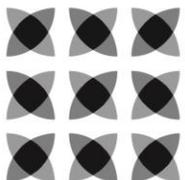




Amplify Social Impact™

Strategic Partner Opportunities



CENTRE
for **SOCIAL**
IMPACT





What is the Centre for Social Impact?

The Centre for Social Impact (CSI) is a national research and education centre dedicated to catalysing social change for a better world. CSI is built on the foundation of three of Australia's leading universities: UNSW Sydney, The University of Western Australia, and Swinburne University of Technology. Our research develops and brings together knowledge to understand current social challenges and opportunities; our postgraduate and undergraduate education develops social impact leaders; and we aim to catalyse change by drawing on these foundations and translating knowledge, creating leaders, developing usable resources, and reaching across traditional divides to facilitate collaborations.

What is Amplify Social Impact™?

In Australia, we spend \$500 billion on social purpose programs and initiatives, yet often, we don't know if they are effective.

There is demand for better data, evidence, best practices, and outcome reporting from policy makers, funders, and sector practitioners. We also know that some organisations don't have the resources to measure impact correctly, or identify which programs work and are therefore worthy of replication.

Amplify will help address this. It will help the social purpose sector measure, demonstrate, and improve its social impact. We want to support people working for social change to be data-driven and outcomes-focused so they can improve people's lives and create a stronger, better society.

Amplify will help funders, service providers and social entrepreneurs to:

- Better understand social changes over time
- Find and access resources and supports regarding outcomes measurement
- Measure and benchmark outcomes
- Demonstrate and communicate social impact
- Determine where to invest resources effectively, understand and target specific areas of need, and realise key social strengths and vulnerabilities.





What does Amplify Social Impact look like?

PILLAR 1. An evidence base for 5 key social issue areas (such as housing, education, work, social inclusion, and financial wellbeing), revealing the nature of the issue in Australia and promising strategies to address the problem.

PILLAR 2. A series of Connect and Convene for Systems Change Events that bring people together across sectors (NFP, government, philanthropy, business) to come up with a shared purpose and innovative solutions to these complex problems

PILLAR 3. An online platform with tools to reveal whether outcomes and impact are occurring: In Australia, we spend \$500 billion on social purpose programs and initiatives, yet often, we don't know if they are effective.

- AUSTRALIA'S SOCIAL PULSE reveals how we're tracking in key social issue areas, over time, across the country, and across cohorts
- INDICATOR ENGINE guides organisations to the tools they need to use to measure outcomes and impact with validity and reliability
- YARDSTICK reveals the programs, strategies, and initiatives across the country that are achieving outcomes and impacts and the opportunities for their replication and improvement

What is an Amplify Social Impact Strategic Partner?

Amplify Strategic Partnerships are long term sustainable business relationships that are geared toward delivering the Amplify vision of systems change and social impact.

With a world class reputation in their area of expertise and leaders across the Australian community, Strategic Partners demonstrate a genuine and tangible commitment to the Amplify vision, bringing their own unique capabilities and resources to bear to ensure exceptional delivery of the Amplify strategy.

Recognising that sustainable business partnerships must generate genuine value for all parties, Strategic Partnerships will be shaped to meet the needs of each individual party, whether that is generating business value through the provision of goods and services, through reputation and brand, employee engagement or in bolstering your corporate social responsibility efforts.

Being a Strategic Partner is not a passive role, it is an active part of the project, starting with a definitive commitment for regular communication and engagement. Being a Strategic Partner requires meaningful investment, collaboration and working together to create lasting and meaningful social change. CSI UNSW has set the tone as the foundation Amplify Strategic Partner with a total cash and in-kind contribution of \$5.8m with support from the highest levels of the University as a Global Challenge.





What are the Partnership categories available?

1. Research & Evidence Partners: providing resources and/or capabilities to deliver robust and rigorous analysis and assessment of the data and evidence related to social issues.
2. Social Impact Partners: providing resources and/or expertise in particular areas of focus (including expertise in different social issues) to enable Amplify's goal of helping the social purpose sector measure, demonstrate and improve its social impact.
3. Systems Change Event Partners: providing resources and/or capabilities in facilitating large scale engagement events which catalyse behavioural change.
4. Digital Strategy Partners: providing resources and/or capabilities in human centered design / UX and world class digital strategy.
5. Technology Execution Partners: providing resources and/or capabilities in technology infrastructure and development.

What are the benefits of being a Strategic Partner?

- Identified as a Social Change Leader: Partners will be working in collaboration to create the ecosystem for transformational social change.
- Endorsement & Recognition: Partners in this high profile project will enjoy public recognition. Being endorsed as an Amplify Strategic Partner is a tangible demonstration to customers, government, shareholders, and stakeholders that they are committed to making a difference and system wide social change.
- Promotion & Engagement: The CSI brand has very strong community recognition and is well held in the hearts and minds of the community, government, and corporate Australia. Strategic Partners are able to use exclusive CSI Amplify branding to identify themselves as a Strategic Partner to their current and prospective customers, leveraging the goodwill associated with the CSI Amplify brand. We will facilitate opportunities to create tailored sponsorship, marketing, internal staff engagement, and social media opportunities.
- Genuine Business Partnership: With a deep understanding of our combined business objectives, shared goals, and a strong foundation of mutual respect and trust, Strategic Partners can support each other to achieve mutual benefit. This may include cause-related marketing to align the Strategic Partner's brand with the charitable cause of CSI Amplify in an effort to grow awareness, increase sales, and raise funds to support social change. It may also include commercialisation of identified and defensible intellectual property or products that partners choose to pursue together.





How are Strategic Partners appointed?

Potential partners and interested parties are invited to attend a Strategic Partners briefing either in person or via webinar on XX March 2018 - please click here to register. This briefing will outline in more detail the role of Strategic Partners, how they will be selected, and the interplay with upcoming formal procurement processes where vendors will also have the opportunity bid to provide goods and services related to Amplify. There will be an EOI process for Strategic Partners and the details of this will be covered at the briefing session. Separate briefings will be held on the upcoming formal IT procurement process.

How are the Strategic Partnerships structured?

Strategic Partnerships will crystallise in a formal agreement with CSI UNSW. The opportunities for development of Amplify could also mean an evolution into alternate structures which will support alternate financing models (impact investments) such as joint ventures, spin out companies, or the creation of an independent not-for-profit entity. All possibilities are open for discussion. We are focussed on the outcomes of Amplify and are open to innovative ideas which can accelerate the path to value and meaningful social change.

How can my organisation become a Strategic Partner?

Attend one of the briefing sessions on becoming a Strategic Partner or contact Dr Lyndsey McKee, CSI Social Impact Industry Director at l.mckee@unsw.edu.au or 0431 866 801.

